

ORIGINAL

REVISED BURNS PROPOSED AMENDMENT NO. 1



0000123187

TIME/DATE PREPARED: February 16, 2011

COMPANY: Arizona Public Service Company

AGENDA ITEM NO. S-12

DOCKET NO(S). Docket # E-01345A-10-0219 OPEN MEETING DATE: 2/17/111

On page 14, line 7, **INSERT** the following as a new Finding of Fact:

Because the DSMAC is used to recover program costs for APS' DSM implementation plans, we believe it is important to be always mindful that the costs are borne by the Company's ratepayers. DSM is a worthy pursuit. But, the means of achieving goals come at a price. The 2011 Implementation Plan's proposed budget of \$74,767,000 is a significant amount.

Accordingly, every publication, educational brochure, promotional aid, website content, radio advertisement, television advertisement and internet advertisement related to the 2011 plan should make it clear that the program being advertised is paid for by APS ratepayers.

On Page 18, Line 5, **INSERT** new ordering paragraph:

IT IS FURTHER ORDERED that Arizona Public Service Company shall, for every publication, educational brochure, promotional aid, website content, radio advertisement, television advertisement and internet advertisement related to its 2011 DSM implementation plan, make it clear that the program being advertised is paid for Arizona Public Service Company's ratepayers.

**MAKE ALL CONFORMING CHANGES**

Arizona Corporation Commission

**DOCKETED**

FEB 17 2011

DOCKETED BY

AZ CORP COMMISSION  
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**THIS AMENDMENT:**

\_\_\_\_ Passed \_\_\_\_ Passed as amended by \_\_\_\_

\_\_\_\_ Failed \_\_\_\_ Not Offered \_\_\_\_ Withdrawn